

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Elections – General Elections, 2014 – Special Campaign day on 09-03-2014 – Insertion of Paid Advertisement – Payment of Rs.14,28,319/- & Rs.11,79,958/- towards the cost of Advertisement charges to M/s Pamm Advertising & Marketing, Hyderabad – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 1515

Dated: 18-04-2014

Read the following:-

1. G.A. (Elecs.E) Dept. Lr.No. 3630/Elecs.E/A2/2013-14,  
dt: 07-03-2014 .
2. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No.  
PH/2014/03/07, dt.20-03-2014.
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No.  
PH/2014/03/06, dt.20-03-2014.
4. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.

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ORDER:

In the Government letter 1<sup>st</sup> read above, the General Manager (Mktg.), M/s Pamm Advertising & Marketing, Hyderabad have been requested to insert 12 X 10 Sq. Cm size in colour and black & white advertorial in all editions of Andhra Pradesh in different news papers on 09-03-2014 in connection with Special Campaign day Publicity regarding General Elections, 2014.

2. Accordingly, the Agency has inserted advertisement in all editions of different news paper in Andhra Pradesh in 10 X 12 Sq. CM in colour and black & white on 09-03-2014 and requested for payment of Rs.26,08,277/- (i.e., Rs.14,28,319 + 11,79,958) in the references 2<sup>nd</sup> & 3<sup>rd</sup> read above.

3. After careful examination, Government hereby accord sanction for payment of **Rs.26,08,277/-** (Rupees twenty six lakhs eight thousand two hundred and seventy seven only) to the General Manager, (Mktg.) M/s Pamm Advertising & Marketing, Hyderabad towards cost of insertion of 12 X 10 Sq. Cm size colour and black & white advertorial in all editions of Andhra Pradesh in different news papers on 09-03-2014 in connection with Special Campaign day Publicity regarding General Elections, 2014.

4. The expenditure sanctioned in para 3 above shall be debited to "**2015 Elections - MH 104 Charges for Conduct of Elections for Lok Sabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Lok Sabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the additional funds provided vide G.O. 4<sup>th</sup> read above

(Contd...2...)

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of "**Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 4<sup>th</sup> read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Pamm Advertising & Marketing, Hyderabad  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER